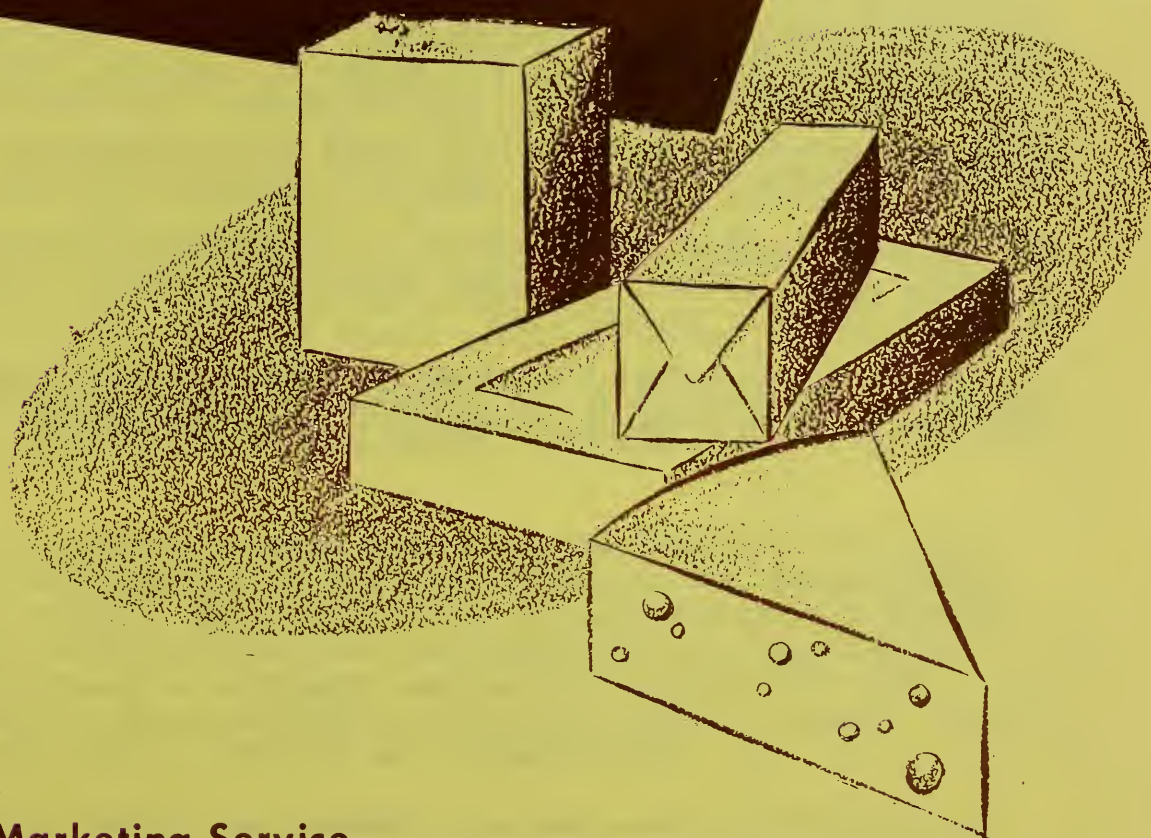
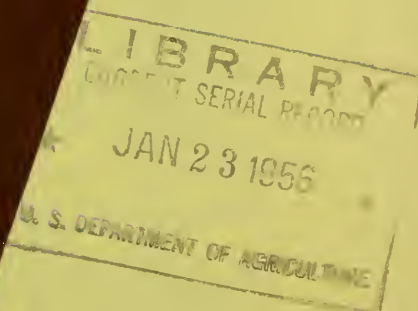


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, November 1955



HPD-13

January 1956
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, NOVEMBER 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

United States householders continued to report larger butter purchases than year-ago levels and during November 1955 they bought almost 4 percent more butter than in November 1954. Margarine purchases by householders during November 1955 were 4 percent less than in the same month a year earlier; this was the second consecutive month of decline following 12 months in which margarine purchases had been larger than in the corresponding months a year earlier.

Householders also reported during November 1955 a continuation of the trend towards larger natural cheese purchases than a year ago but smaller total processed cheese purchases. Purchases of nonfat dry milk solids for home use in November 1955 were about 16 percent greater than during November 1954. These indications of purchase volumes for butter, margarine, cheese and nonfat dry milk solids are based on weekly reports from a representative nationwide sample of almost 6 thousand families.

Total purchases of butter for household use during the 4-week period of November 1955 were reported at 68 million pounds, or more than 2 million pounds over November 1954. The percentage of all families buying butter--almost 48 percent--in November 1955 was 1.5 percentage points above a year earlier. This reported percentage of all families buying butter has fluctuated in a very narrow range during the past year. The reported average size of purchase of butter per buying family during November 1955 was somewhat higher than in November a year earlier, while consumers continued to report less frequent purchases than in 1954 (table 1).

Butter purchases by householders during the 8-month period April-November 1955 were almost 6 percent greater than in the corresponding period a year earlier. This higher level of purchases through November in the current dairy marketing year was associated with fractionally higher average prices to consumers than in the same period of 1954. However in October and November 1955, householders reported somewhat lower prices for butter than in October and November 1954.

Purchases of butter for household use increased 2 million pounds from October to November 1955. In 1953 and 1954, butter purchases for household use also increased about 2 to 3 million pounds from October to November.

Margarine purchases for household use during November 1955 were estimated at almost 98 million pounds, down about 4 million pounds from November 1954. Almost 61 percent of all families reported purchases of margarine during November 1955 compared with 63 percent a year earlier. The percentage of all families buying margarine from the July low to November 1955 did not show the increase that was shown between the same months in 1954. Those families buying margarine continued to buy larger amounts per purchase than in the same months of 1954; however, as was reported for butter, families were making less frequent purchases of margarine than a year earlier (table 2).

For the period April-November 1955, household purchases of margarine were slightly more than 5 percent above the corresponding period of 1954. This higher level of purchases in the 8-month period through November 1955 than in April-November 1954 was associated with a reported 6 percent decrease in prices to consumers.

As in November 1953, margarine purchases for household use in November 1955 were unchanged from the preceding month. In 1954 purchases of margarine increased 3 million pounds from October to November.

About 20 percent of all families reported buying both butter and margarine in November 1955 compared with about 22 percent in the same months of 1954. The percentage of all families buying neither butter nor margarine in November 1955 was reported at 12 percent the same as that reported for November 1954.

Total household purchases of natural and processed cheese (purchased weight basis) in November 1955 were estimated at 47.5 million pounds compared with 49.3 million pounds a year earlier. The total for November 1955 reflected a gain from a year earlier of 0.7 million pounds in natural cheese purchases but a drop of 2.6 million pounds in processed cheese purchases. The division of the total of natural and processed cheese purchases in November 1955 was about 60 percent natural and 40 percent processed. In November a year earlier it was about 55 percent natural and 45 percent processed.

Natural cheese purchases by householders during November 1955 were reported at 28.0 million pounds, about 3 percent more than a year earlier. Consumers reported larger purchases of American and Swiss types but about the same level of purchases for cream and "other" varieties. For April-November 1955, total natural cheese purchases were about 7 percent greater than in April-November 1954 (table 4).

Consumers in this survey reported that during the 8 months of the dairy marketing year through November 1955 they paid slightly more for purchases of natural American, cream and "other" varieties but slightly less for purchases of Swiss cheese than in April-November 1954.

Total processed cheese purchases--including processed cheese, cheese spreads and cheese foods--for household use in November 1955 were reported

at 19.5 million pounds compared with 22.1 million pounds a year earlier. Consumers bought less processed cheese and cheese foods in November 1955 than in November 1954, but more cheese spreads. For the April-November 1955 period, purchases of processed cheese were down about 10 percent, cheese foods down over 40 percent, while purchases of cheese spreads were up about 10 percent from a year earlier (table 5).

In contrast to higher average prices paid for natural cheese types during April-November 1955, consumers in this survey reported lower prices for all processed cheese than in the same period of 1954. The 6 percent drop in prices paid for cheese spreads was the most noticeable price change for any cheese category covered in this report.

Cottage cheese purchases, not included in the totals above, were reported at 32.2 million pounds in November 1955 compared with 32.9 million pounds in November 1954. Purchases of cottage cheese for household use during April-November 1955 were down about 1 percent from the level of a year earlier.

Purchases of cottage cheese for home use increased about 4 hundred thousand pounds from October to November 1955, just above the increase reported between the same months in 1954. Prices reported paid for cottage cheese--21.2 cents for a 12 ounce unit--were very close to a month earlier and a year earlier. Cottage cheese prices have been exceptionally stable in the 20 months, April 1954-November 1955, covered in this series of reports. Householders continued to report buying slightly more cottage cheese per purchase in the April-November period of 1955 than in the corresponding period of 1954 (table 6).

Household purchases of nonfat dry milk solids during November 1955 totaled about 12.4 million pounds, a gain of 1.7 million pounds, or 16 percent, over a year earlier. Reported monthly gains from a year earlier in household purchases of nonfat dry milk solids in the 8 months April-November 1955 ranged from 14 percent to 30 percent, and averaged 22 percent for the period.

Consumers in this survey reported paying 39.5 cents per pound for nonfat dry milk solids in November 1955. The November 1955 price was about 1 cent per pound above both the preceding month and the price reported paid in November 1954. The average size of purchase by those families buying nonfat dry milk solids was somewhat higher in October and November 1955 than a year earlier. In the preceding 6 months, April-September 1955, householders reported smaller average purchases than in April-September 1954 (table 7).

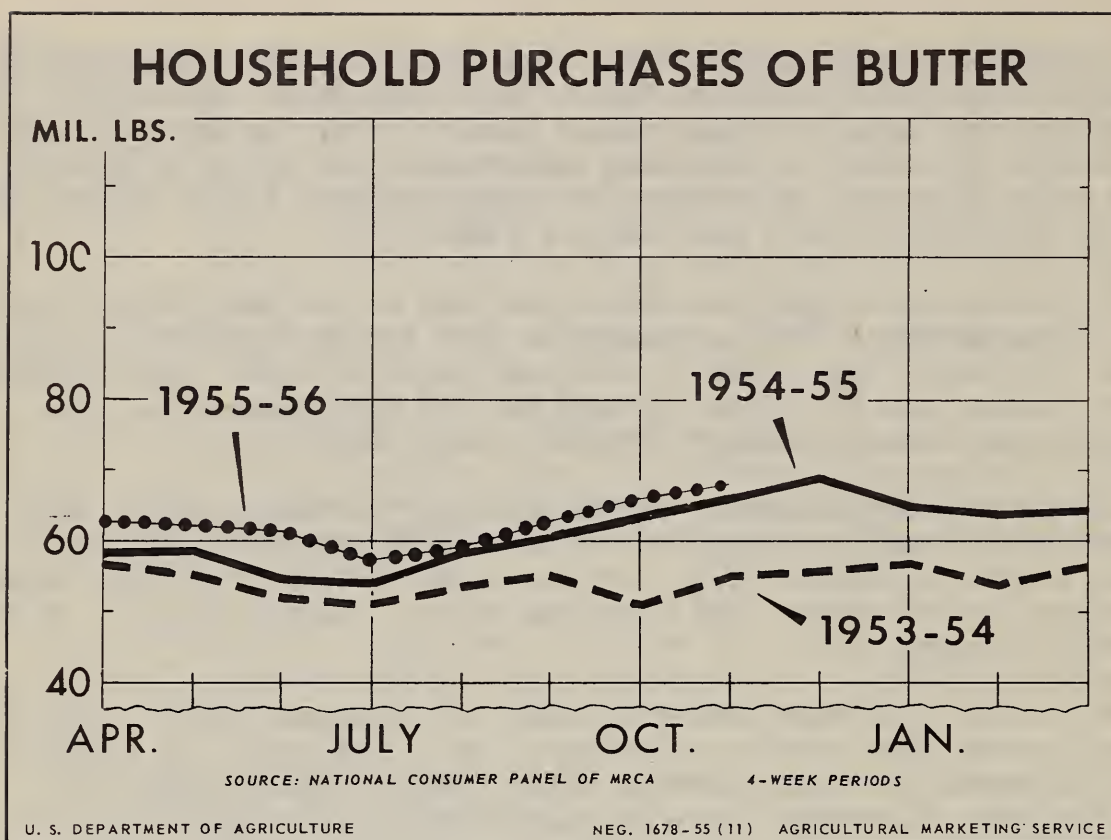


Figure 1

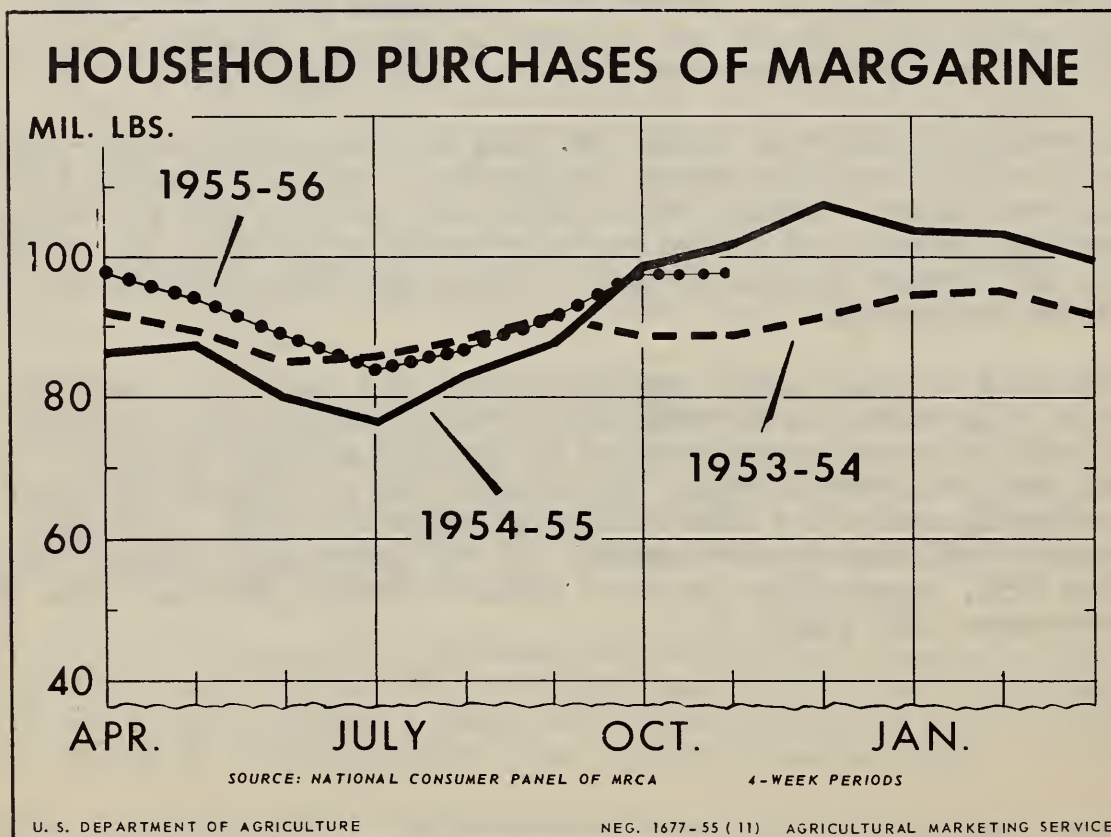


Figure 2

Table 1.--Butter: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, November 1955

[illegible]

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320
May-----	16,150	15,310	3,460	2,950	3,790	3,460	3,170	3,590
June-----	16,120	13,910	4,070	3,580	3,250	2,880	3,420	2,860
July-----	14,860	14,160	3,450	3,120	2,990	2,500	2,540	2,950
August-----	15,700	15,010	3,450	2,940	2,830	2,310	2,990	2,940
September-----	16,860	16,140	3,630	3,520	3,120	2,790	3,340	2,950
October-----	17,870	17,280	3,780	3,640	3,380	3,370	3,930	3,520
November-----	17,260	16,950	3,610	3,100	3,500	3,670	3,640	3,560
December-----		16,800		3,290		4,090		4,070
January-----		17,270		3,670		4,210		3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
Average price paid								
	Per pound						Per 3 oz.	
	American		Swiss		Other		Cream	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----	63.8	63.0	73.1	76.8	75.8	77.4	14.2	14.3
June-----	63.2	62.3	72.9	75.4	78.7	74.4	14.2	14.3
July-----	63.9	63.0	75.9	75.0	78.2	74.0	14.2	14.4
August-----	63.9	62.9	73.8	75.1	76.4	76.1	14.1	14.4
September-----	63.2	62.0	72.7	74.2	79.6	77.2	14.1	14.2
October-----	62.6	62.0	71.8	72.7	77.8	77.4	14.2	13.7
November-----	62.9	62.8	72.8	74.9	78.2	74.7	14.4	13.5
December-----		63.0		75.1		81.9		13.9
January-----		63.3		72.0		75.8		13.7
February-----		62.8		72.5		78.8		14.2
March-----		63.4		72.1		75.4		14.0

National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases					
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	9,010	10,740	5,240	9,110	6,410	5,670
May-----	9,640	10,670	4,930	9,020	6,400	6,290
June-----	9,940	10,330	5,210	9,420	6,970	5,450
July-----	9,090	9,900	4,640	7,960	5,940	5,170
August-----	8,820	9,940	4,100	7,580	5,890	5,710
September-----	9,190	10,460	4,560	8,090	6,970	6,000
October-----	9,500	10,000	4,900	8,160	6,750	6,790
November-----	8,580	9,660	4,140	6,360	6,740	6,050
December-----		9,210		6,210		6,130
January-----		10,020		6,970		7,920
February-----		10,700		7,250		8,350
March-----		10,380		6,340		7,800
Average price paid per pound						
Period	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
April-----	61.5	60.9	45.0	47.1	51.0	57.9
May-----	60.4	60.6	44.7	45.8	50.7	52.0
June-----	59.3	61.2	44.2	45.8	50.6	54.3
July-----	60.8	61.5	44.7	46.7	49.9	53.9
August-----	60.8	61.2	44.7	46.6	49.8	51.9
September-----	60.7	60.1	43.3	45.5	50.8	51.9
October-----	60.4	61.2	43.2	44.8	48.7	52.1
November-----	61.2	61.1	44.5	44.5	49.4	53.7
December-----		62.0		46.1		55.6
January-----		61.4		44.9		51.8
February-----		61.4		44.2		49.8
March-----		60.9		44.1		49.9

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Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week period

Period	Purchases		Average price paid				Size of	
			Per 12 oz. unit		Per actual 12 oz.		average purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000						
	pounds	pounds	Cents	Cents	Cents	Cents	Ounces	Ounces
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	34,630	35,600	21.0	21.0	22.7	22.7	16.4	15.9
July-----	33,030	34,300	21.0	20.9	22.9	22.7	16.3	15.9
August-----	31,650	32,820	21.2	21.2	23.4	23.0	16.2	15.7
September-----	32,440	31,720	21.3	21.1	23.2	22.8	16.0	15.7
October-----	31,840	32,780	21.3	21.3	23.4	23.0	15.9	15.5
November-----	32,230	32,940	21.2	21.4	23.5	23.1	16.4	15.9
December-----		30,110		21.2		23.1		16.0
January-----		34,990		21.2		23.2		16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid					
	Average		Total		Per		Per pound		Per actual	
	per				1,000		for all		1-pound unit	
	purchase				population		purchases		purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000	1,000	Pounds	Pounds	Cents	Cents	Cents	Cents
			pounds	pounds						
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----	19.9	21.1	13,180	10,880	81.6	68.9	39.5	37.8	35.4	36.1
June-----	20.4	22.6	12,420	9,560	76.9	60.5	39.9	37.3	35.8	35.4
July-----	20.5	23.5	12,140	9,560	75.8	60.1	39.7	36.4	35.8	34.8
August-----	20.0	22.6	11,720	9,410	73.1	59.1	39.6	35.5	35.9	33.7
September-----	20.8	22.0	12,230	9,910	76.3	62.3	38.7	36.7	34.9	34.1
October-----	21.3	20.6	12,330	10,860	76.5	67.7	38.7	38.3	35.4	35.0
November-----	21.5	20.3	12,420	10,660	77.0	66.5	39.5	38.5	36.1	35.9
December-----		19.9		10,110		63.1		39.7		35.6
January-----		18.9		12,360		77.1		40.5		36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

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